

**IN THE CLAIMS:**

The text of all pending claims, (including withdrawn claims) is set forth below. Cancelled and not entered claims are indicated with claim number and status only. The claims as listed below show added text with underlining and deleted text with ~~strikethrough~~. The status of each claim is indicated with one of (original), (currently amended), (cancelled), (withdrawn), (new), (previously presented), or (not entered).

Please AMEND claims ~~1-12~~, and ADD new claims 13-15 in accordance with the following:

1. (CURRENTLY AMENDED) A method for accepting a transaction reservation, comprising ~~the steps of~~:

electronically presenting information on ~~transaction favors of a transaction target~~ discount services defined for each time ~~zone~~ period to a plurality of customers;

electronically accepting information on the transaction reservation of discount services at a selected time ~~zone~~ period by a customer; and

performing a transaction ~~with favors for~~ according to the reserved transaction ~~target~~ discount services, when the visiting time of a customer to a shop, or the finish time of the transaction is included in the time ~~zone~~ period in association with said accepted information ~~on~~ of the transaction reservation.

2. (CURRENTLY AMENDED) A method for accepting transaction reservation of a transaction target, comprising ~~the steps of~~:

determining terms for a transaction ~~of a transaction~~ for each time period;

displaying the determined terms for the transaction; and

accepting reservation of transaction of the transaction target based on the displayed terms.

3. (CURRENTLY AMENDED) A method according to claim 2, wherein the ~~step of~~ determining determination of the terms for a transaction ~~is a step of~~ comprises:

determining terms for a transaction based on the state of the transaction reservation.

4. (CURRENTLY AMENDED) A method according to claim 2, wherein ~~the~~ accepting step reservation of a transaction further comprises:

~~a step of~~ confirming whether the reservation has been accepted.

5. (CURRENTLY AMENDED) A reception method for deal booking according to claim 4, characterized in that it further ~~comprises the following steps~~ comprising:

~~A method according to claim 4, further comprising the steps of:~~

determining ~~favours~~ discount services for the reserved transaction, which has been confirmed to be accepted ~~by the confirmation step~~, based on its terms for the transaction; and offering the determined ~~favours~~ discount services based on the confirmed reserved transaction.

6. (CURRENTLY AMENDED) A method according to claim 3, wherein ~~the~~ accepting step reservation of a transaction further comprises:

~~a step of~~ confirming whether the reservation has been accepted.

7. (CURRENTLY AMENDED) A method according to claim 6, further comprising ~~the~~ steps of:

determining ~~favours~~ discount services for the reserved transaction, which has been confirmed to be accepted ~~by the confirmation step~~, based on its terms for the transaction; and offering the determined discount services based on the confirmed reserved transaction ~~favours~~.

8. (CURRENTLY AMENDED) A system for accepting transaction reservation provided with a plurality of terminal devices, and an apparatus for accepting transaction reservation, connected to the terminal devices respectively, to accept reservation for a transaction of a transaction target, characterized in that

said accepting apparatus comprises:

(i) ~~a~~ terms determination means for determining terms for a transaction of a transaction target for each time period; and

(ii) ~~a~~ transaction terms display means for displaying the terms for the transaction determined by the terms determinations means;

said terminal devices comprises:

(i) ~~a~~ accepting means for accepting reservation application data which represents reservation application for a transaction of a transaction target based on the displayed terms; and

(ii) ~~a~~ transmission means for transmitting the reservation application data accepted by

the accepting means to the accepting apparatus; and

said accepting apparatus further comprises a storage means for storing received reservation application data, when the reservation application data is received.

9. (CURRENTLY AMENDED) An apparatus for accepting transaction reservation to accept reservation application for a transaction of a transaction target, comprising:

a terms determination means for determining terms for a transaction of a transaction target for each time period;

a transaction terms display means for displaying the determined terms for the transaction by the terms determination means; and

a storage means for storing the reservation application data which represents reservation application for a transaction of a transaction target based on the transaction terms displayed by the terms display means, when the reservation application data is input.

10. (CURRENTLY AMENDED) A computer-readable recording medium storing programs to make a computer accept reservation application for a transaction of a transaction target, said programs comprises:

a program code means for causing a computer, to determine terms for a transaction of a transaction target for each time period;

a program code means for causing a computer to display the determined terms; and

a program code means for causing a computer to store reservation application data which represents reservation application for a transaction based on the displayed transaction terms, when the reservation application data is input.

11. (CURRENTLY AMENDED) A system for accepting transaction reservation provided with a plurality of terminal devices, and an apparatus for accepting transaction reservation, connected to the terminal devices respectively, to accept reservation for transaction of a transaction target, characterized in that said accepting apparatus comprises a storage medium and a controller coupled to the storage medium, and capable of performing the following operations:

(i)-determining terms for a transaction of a transaction target for each time period; and

(ii)-displaying the determined terms for the transaction;

said terminal device comprises a storage medium and a controller coupled to the storage medium, and capable of performing the following operations:

(i)-accepting reservation application data which represents reservation application for a transaction of a transaction target based on the displayed terms; and

(ii)-transmitting the accepted reservation application data to the accepting apparatus; and the controller of said accepting apparatus is further capable of storing the received reservation application data in the storage medium, when the reservation application data is received.

12. (CURRENTLY AMENDED) An apparatus for accepting transaction reservation to accept reservation application for a transaction of a transaction target, comprising:

a storage medium; and

a controller coupled to the storage medium, and capable of performing the following operations:

determining terms for a transaction of a transaction target for each time period;

displaying the terms for the determined transaction; and

storing the reservation application data which represents reservation application for a transaction of a transaction target based on the displayed transaction terms in the storage medium, when the reservation application data is input.

13. (NEW) A method for accepting a transaction reservation for a transaction target, comprising:

presenting bargain data in relation to the transaction target reflecting time dependent changes; and

accepting the transaction reservation for the transaction target, and performing a transaction in accordance with the transaction reservation.

14. (NEW) A method for accepting a transaction reservation for a transaction target, comprising:

presenting bargain data in relation to the transaction target reflecting time dependent changes;

accepting the transaction reservation for the transaction target; and

re-presenting bargain data based on the accepted transaction reservation for the transaction target.

15. (NEW) An apparatus connected to a plurality of terminal devices for accepting a

transaction reservation of a transaction target, comprising:

a terms determination unit for determining terms for a transaction of a transaction target for each time period; and

a display system for displaying the terms for the transaction, wherein transaction reservations are made via the plurality of terminal devices based on the displayed terms for the transaction.

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